

ORDER



KSNV

Orders

Order / Rev: 101888
 Alt Order #: 06815348
 Product Desc: OCEGUERA 4 CONGRESS
 Estimate: 1186
 Flight Dates: 10/09/12 - 10/15/12
 Original Date / Rev: 05/21/12 / 10/01/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: GMMB, Inc. / Washington D.C.
 Buying Contact: _____
 Billing Contact: _____
Washington Harbor
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Oceguera for Congress *Revised*
 Demographic: A35+
 Product Codes: PLC02
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	68	\$22,020.00	\$18,717.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	68	\$22,020.00	\$18,717.00	0.00
Totals	68	\$22,020.00	\$18,717.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$22,020.00
Market	100%	\$110,100.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$28,626.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$23,121.00
KTUD	1%	\$1,101.00
KVVU	22%	\$24,222.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$11,010.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/15/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	4	\$135.003		0.00	NM	4	\$540.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			4			\$135.00		0.00			

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E 1	KSNV	10/09/12	10/15/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$135.003		0.00	NM	4	\$540.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					4	\$135.00		0.00			
E 2	KSNV	10/09/12	10/15/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$275.003		0.00	NM	5	\$1,375.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					5	\$275.00		0.00			
E 3	KSNV	10/09/12	10/15/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$300.003		0.00	NM	5	\$1,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					5	\$300.00		0.00			
E 4	KSNV	10/14/12	10/14/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$150.003		0.00	NM	1	\$150.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$150.00		0.00			
E 5	KSNV	10/14/12	10/14/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$340.003		0.00	NM	1	\$340.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$340.00		0.00			
E 6	KSNV	10/09/12	10/15/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$150.004		0.00	NM	3	\$450.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$150.00		0.00			
E 7	KSNV	10/09/12	10/15/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	3	\$100.004		0.00	NM	3	\$300.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$100.00		0.00			
E 8	KSNV	10/09/12	10/15/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	2	\$100.004		0.00	NM	2	\$200.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$100.00		0.00			
E 9	KSNV	10/09/12	10/15/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$150.003		0.00	NM	2	\$300.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$150.00		0.00			
E 10	KSNV	10/09/12	10/15/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$100.004		0.00	NM	3	\$300.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$100.00		0.00			
E 11	KSNV	10/14/12	10/14/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$175.003		0.00	NM	1	\$175.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$175.00		0.00			
E 12	KSNV	10/09/12	10/15/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$175.003		0.00	NM	3	\$525.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$175.00		0.00			
E 13	KSNV	10/09/12	10/15/12		CM	4-5pm	MTWTF--	:30	3	\$250.003		0.00	NM	3	\$750.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/09/12 10/15/12 MTWTF-- 3 \$250.00 0.00															
E 14	KSNV	10/09/12	10/15/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:30 PM-5:00 PM)		4-5pm	MTWTF--	:30	3	\$250.00	3	0.00	NM	3	\$750.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/09/12 10/15/12 MTWTF-- 3 \$250.00 0.00															
E 15	KSNV	10/09/12	10/15/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$375.00	3	0.00	NM	5	\$1,875.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/09/12 10/15/12 MTWTF-- 5 \$375.00 0.00															
E 16	KSNV	10/09/12	10/15/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	-TW-F--	:30	4	\$350.00	3	0.00	NM	4	\$1,400.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/09/12 10/15/12 -TW-F-- 4 \$350.00 0.00															
E 17	KSNV	10/09/12	10/15/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	4	\$225.00	4	0.00	NM	4	\$900.00
WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/09/12 10/15/12 MTWTF-- 4 \$225.00 0.00															
E 18	KSNV	10/13/12	10/13/12	Wknd Wheel of Fortune SAT/ Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$135.00	3	0.00	NM	1	\$135.00
WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$135.00 0.00															
E 19	KSNV	10/09/12	10/09/12	Tues PR 10-11p Tuesday Prime 10-11pm	CM	10-11pm	-T-----	:30	1	\$900.00	4	0.00	NM	1	\$900.00
PARENTHOOD <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -T----- 1 \$900.00 0.00															
E 20	KSNV	10/10/12	10/10/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	--W----	:30	1	\$850.00	3	0.00	NM	1	\$850.00
ROCK CENTER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 --W---- 1 \$850.00 0.00															
E 21	KSNV	10/12/12	10/12/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$750.00	3	0.00	NM	1	\$750.00
DATELINE NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 1 \$750.00 0.00															
E 22	KSNV	10/13/12	10/13/12	Sat PR 10-11p Saturday Prime 10-11pm	CM	10-11pm	-----S-	:30	1	\$350.00	3	0.00	NM	1	\$350.00
LAW & ORDER: SVU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$350.00 0.00															
E 23	KSNV	10/09/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$375.00	3	0.00	NM	4	\$1,500.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/09/12 10/15/12 MTWTF-- 4 \$375.00 0.00															
E 24	KSNV	10/13/12	10/13/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$350.00	3	0.00	NM	1	\$350.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$350.00 0.00															
E 25	KSNV	10/14/12	10/14/12		CM	11pm-1135pm	-----S	:30	1	\$350.00	3	0.00	NM	1	\$350.00

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Estimate: 1186
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S		1		\$350.00		0.00					
E 26	KSNV	10/09/12	10/15/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$185.003		0.00	NM	3	\$555.00
				Tonight Show											
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--		3		\$185.00		0.00					
E 27	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$450.003		0.00	NM	1	\$450.00
				Saturday Night Live											
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S-		1		\$450.00		0.00					
E 28	KSNV	10/14/12	10/14/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.004		0.00	NM	1	\$4,000.00
				NFL Football											
SUN NT FB: GB @ HOUSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S		1		\$4,000.00		0.00					
													Totals	68	\$22,020.00